

## Trade and Industrial Organisation Support Fund (TSF)

### Final Report on Approved Project

Grantee	:	Hong Kong Watch Manufacturers Association Limited
Implementation Agent(s) (if any)	:	Hong Kong Productivity Council
Project reference no.	:	T21 004 006
Project title	:	Unifying the technical capability of Hong Kong watch manufacturers and creativity of Hong Kong designers to explore the youth market
Period covered in this report (whole project duration)	:	From 15/07/2022 to 14/06/2023 (dd/mm/yyyy) (dd/mm/yyyy)

## 1. Project Details

### Project summary (in about 150 words)

The watch and clock industry has been one of the most important industry sectors in Hong Kong watch and clock industry recorded a market shrinkage since 2016. This was a result of the global economic recession, the US-China trade conflict as well as the COVID-19. The development of smartwatches also threatens the traditional watch market. Digital products change people's rely on watch products for time-telling, especially the young generation. However, it is noted that traditional watch products have become more of an accessory for young people.

Therefore, a project is proposed to promoting the Hong Kong watch industry in the making of stylish and trending watch products with innovative designs and production professionalism for the youth market. The project includes the setup of a Hong Kong pavilion at exhibition and a roadshow. An industry promotion video will also be produced.

### Project objectives (in about 50 words)

To promote Hong Kong watch products by demonstrating our trendy and chic designs and production professionalism to the youth market and to encourage collaboration between local designers and watch manufacturers.

### Collaborating Organisations (if any)

The Federation of Hong Kong Watch Trades and Industries Limited

Hong Kong Design Institute

Hong Kong Trade Development Council

### Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: <u>Timothy Daniel Kao</u>	<u>Chief Honorary President of HKWMA</u>
Deputy Project Coordinator	: <u>Ko Yiu Cho</u>	<u>Head of Smart Machinery and Composite Technology of HKPC</u>

### Project duration

	<u>Commencement date</u> (dd/mm/yyyy)	<u>Completion date</u> (dd/mm/yyyy)	<u>Project duration</u> (no. of months)
As stated in the project agreement	<u>15/07/2022</u>	<u>14/04/2023</u>	<u>9</u>
Revised (if applicable)	<u>15/07/2022</u>	<u>14/06/2023</u>	<u>11</u>

## 2. Summary of Project Results

### Governance

Please state the composition of the steering committee (or other committees) formed under the project.

The steering committee consisted of representatives from the Hong Kong Watch Manufacturers Association Ltd (HKWMA), the Federation of Hong Kong Watch Trades and Industries Ltd. (FHKWTI) and the Hong Kong Productivity Council (HKPC) in a distribution of 3:1:1.

1. Timothy Daniel Kao, Chief Honorary President of HKWMA
2. Gary Lau, President of HKWMA
3. Richard Leung, Vice President of HKWMA
4. Daniel Tsai, Chairman of the Federation of Hong Kong Watch Trades and Industries Limited
5. Ko Yiu Cho, Head of Smart Machinery and Composite Technology of HKPC

Role: To oversee project implementation and select the products to be displayed in the Hong Kong pavilion and the roadshow.

### Project deliverables

Please list out the project deliverables carried out during the project duration in accordance with the approved project proposal and provide details on the actual result achieved for each deliverable.

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
<b>1. Hong Kong pavilions</b>			
<p>Hong Kong Pavilion in Watch &amp; Clock Fair 2022, Hong Kong</p> <p>Date: 7-11 Sep 2022 (5 days) Size of pavilion: 100 sqm Venue: Hong Kong Convention &amp; Exhibition Centre Theme of the pavilion: Hong Kong "Watches" for the young generations: cross-over of youthful vitality design and mature experienced production</p> <p>Products displayed were selected by the steering committee.</p> <p>Selection criteria adopted:</p> <ul style="list-style-type: none"> <li>• Watch designs: designer's profiles, such as designers' experience and award-winning record; design concepts (e.g. if there is any story behind the design or any special features to attract young people); and</li> <li>• Watch component and complete watch manufacturers: technical capability in watch component or complete watch production, such as the use of advanced materials, technologies and machineries in production, the production accuracy and reliability, the standards their</li> </ul>	<p>Target no. of products displayed: <u>80</u> products from <u>20</u> enterprises with at least 50% of the products are complete watches and others are watch components.</p> <p>The products to be displayed in the pavilion will be divided to two groups. Group 1 consists of watch products from watch manufacturers and watch designers, while Group 2 consists of watch prototypes made from designs of students (or graduates) and finalists of the Hong Kong Watch and Clock competition.</p> <p>There will be around 30 products from Group 2 and the remaining (i.e. 50</p>	<p>Actual no. of products displayed: <u>96</u> products from <u>33</u> enterprises</p> <p>Group 1: 56 complete watches and 26 watch components from 20 watch manufacturers and watch designers</p> <p>Group 2: 14 watch prototypes made from designs of 13 students/graduates of Hong Kong Design Institute with introduction of the designs</p> <p>No watch prototypes made from designs of the finalists of Hong Kong Watch and Clock competition were displayed in the Hong Kong pavilion.</p>	<p>HKTDC arranged another booth for displaying watch prototypes made from designs of the finalists of the said competition in the exhibition, hence they were not displayed in the Hong Kong pavilion so as to increase the number of beneficiaries.</p>

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
watch products can meet, how the company innovates to support production of watches, especially for the youth market, track records in producing watches for the youth market or track records in supporting designers for the youth market.	products) are from Group 1. In case the number of products from Group 2 cannot meet the target, more products from Group 1 which could satisfy the selection criteria will be included to meet the target number of 80 products to be displayed.		
<b>2. Roadshow in Hong Kong</b>			
<p>Roadshow in Hong Kong</p> <p>Date: From 28 Apr 2023 to 1 May 2023 (4 days)</p> <p>Size of pavilion: 100 sqm</p> <p>Venue: Marketplace, PMQ</p> <p>Theme of the roadshow: Hong Kong “Watches” for the young generations: cross-over of youthful vitality design and mature experienced production</p> <p>Products displayed were selected by the steering committee.</p> <p>Selection criteria adopted:</p> <ul style="list-style-type: none"> <li>• Watch designs: designer’s profiles, such as designers’ experience and award-winning record; design concepts (e.g. if there is any story behind the design or any special features to attract young people); and</li> <li>• Watch component and complete watch manufacturers: technical capability in watch component or complete watch production, such as the use of advanced materials, technologies and machineries in production, the production accuracy and reliability, the standards their watch products can meet, how the company innovates to support production of watches, especially for the youth market, track records in producing watches for the youth market or track records in supporting designers for the youth market.</li> </ul>	<p>Target no. of products displayed: <u>80</u> products from <u>20</u> enterprises with at least 50% of the products are complete watches and others are watch components.</p> <p>The products to be displayed in the pavilion will be divided to two groups. Group 1 consists of watch products from watch manufacturers and watch designers, while Group 2 consists of watch prototypes made from designs of students (or graduates) and finalists of the Hong Kong Watch and Clock competition.</p> <p>There will be around 30 products from Group 2 and the remaining (i.e. 50 products) are from Group 1. In case the number of products from Group 2 cannot meet the target, more products from Group 1 which could satisfy the selection criteria will be included to meet the target number of 80 products to be displayed.</p>	<p>Actual no. of products displayed: <u>149</u> products from <u>34</u> enterprises</p> <p>Group 1: 56 complete watches and 79 watch components from 20 watch manufacturers and watch designers</p> <p>Group 2: 14 watch prototypes made from designs of 13 students/graduates of Hong Kong Design Institute with introduction of the designs</p>	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
<b>3. Video</b>			
<p>Launching date: 28 April 2023            Languages in voice-over: Cantonese and Putonghua            Languages in subtitle: Traditional/Simplified Chinese and English</p> <p>Broadcasting channels: to be uploaded to the Applicant's official website and social media accounts (including Facebook, Instagram and YouTube) and to be displayed at the roadshow</p> <p>Facebook link:  <a href="https://fb.watch/mBzwMAHtIk/">https://fb.watch/mBzwMAHtIk/</a>            YouTube link:  <a href="https://www.youtube.com/watch?v=9FcUuI534Ag">https://www.youtube.com/watch?v=9FcUuI534Ag</a>            Instagram Link:  <a href="https://www.instagram.com/p/CrkDDuApo9x/?igshid=MzRIODBiNWFIZ_A==">https://www.instagram.com/p/CrkDDuApo9x/?igshid=MzRIODBiNWFIZ_A==</a></p> <p>Other details:            To make the promotion video more attractive to both trade buyers and the general public, the video will be designed in a more playful way, such as in the form of a micro-movie.</p>	<p>Target length of video: <u>5</u> minutes</p>	<p>Actual length of video: 5-minute and 7-second video was produced, including Traditional and English subtitles with Cantonese voice-over, as well as Simplified Chinese subtitles with Putonghua voice-over.</p>	<p>NA</p>
<b>4. Promotional activities</b>			
<p>e-leaflets for recruiting participants for the Hong Kong pavilion and the roadshow</p> <p>Distribution channels: sent through the networks of the Applicant and the implementation agent for recruiting participants</p> <p>Hong Kong Pavilion:</p> <ul style="list-style-type: none"> <li>- e-leaflet for the exhibition were sent through eDMs by the Applicant to its members on 17 Aug 2022.</li> <li>- e-leaflet for the exhibition were sent by HKPC to Federation of Hong Kong Watch Trades &amp; Industries Ltd to distribute to its members on 19 Aug 2022.</li> <li>- e-leaflet for the exhibition were sent through HKPC's database (to contacts in the watch, clock, jewelry, textile and apparel categories) on 19 Aug 2022. Over 1,000 emails were sent by HKPC.</li> </ul> <p>Roadshow:</p>	<p>Target no. of design: 2 one-page designs (one for exhibition and one for roadshow)</p>	<p>Actual no. of design: 2 one-page design (one for exhibition and one for roadshow)</p>	<p>NA</p>



Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
<ul style="list-style-type: none"> <li>- e-leaflet for the exhibition were sent through eDMs by the Applicant to its members on 29 Mar 2023.</li> <li>- e-leaflet for the exhibition were sent by HKPC to Federation of Hong Kong Watch Trades &amp; Industries Ltd to distribute to its members on 18 April 2023.</li> <li>- e-leaflet for the exhibition were sent through HKPC's database (to contacts in the watch, clock, jewelry, textile and apparel categories) on 31 Mar 2023. Over 23,000 emails were sent by HKPC.</li> </ul>			
<p>Advertisement on the official exhibition e-directory</p> <p>Link:  <a href="https://www.hktdc.com/event/hkwatc_hfair/en/fair-catalogue">https://www.hktdc.com/event/hkwatc_hfair/en/fair-catalogue</a>            (page 24)</p> <p>Date of publication: 7 Sep 2022</p>	<p>Target no. of pages: 1-page advertisement at the exhibition e-directory</p>	<p>Actual no. of pages: 1-page advertisement at the exhibition e-directory</p>	NA
<p>Online advertisement on a search engine</p> <p>The online advertisement is redirected to a promotion e-leaflet with detail of the roadshow upon clicking</p> <p>Landing link:  <a href="https://campaigns.hkpc.org/hubfs/SM-D/%5BSMD%5D%204699944551%20Hong%20Kong%20Watch%20and%20Clock%20Roadshow%202023/HKWMA_Advertisement_Landing.pdf">https://campaigns.hkpc.org/hubfs/SM-D/%5BSMD%5D%204699944551%20Hong%20Kong%20Watch%20and%20Clock%20Roadshow%202023/HKWMA_Advertisement_Landing.pdf</a></p> <p>Date of publication: From 28 Mar 2023 to 27 Apr 2023</p>	<p>Target no.: 1 online advertisement in the search engine</p> <p>Target duration of online advertisement: 1 month</p>	<p>Actual no.: 1 online advertisement in the search engine</p> <p>Actual duration of on-line advertisement: 1 month</p>	NA

## Key implementation stages

Please indicate in the status below if the deliverable is completed according to schedule (C), completed but delayed (D) or not achieved (N). If it is delayed or not achieved, please indicate the actual completion date (if applicable) and provide the reasons.

	Project deliverable (all deliverables as set out in the approved project proposal)	Original target completion date <sup>1</sup>	Actual completion date (if applicable)	Status (C/D/N)	Reasons for not meeting the original target completion date
(a)	To form a steering committee	31/08/2022		C	
(b)	To produce a video	31/08/2022		D	Note (i)
	To produce an e-leaflet for recruiting participants for the Hong Kong pavilion at Hong Kong Watch & Clock Fair	31/08/2022		C	
(c)	To arrange advertisement on the official exhibition e-directory	30/09/2022		C	
(d)	To organise the Hong Kong pavilion at Hong Kong Watch & Clock Fair	30/09/2022		C	
(e)	To produce an e-leaflet and arrange an online advertisement on a search engine for recruiting participants to the roadshow	28/02/2023	14/05/2023	C	Note (ii)
(f)	To organise the roadshow	28/02/2023	14/05/2023	C	Note (ii)
(g)	To upload event highlight on the Applicant's website and wrap up the project	14/04/2023	14/06/2023	C	Note (ii)
(h)					

Note:

- (i) The production of video was delayed as it took unexpectedly long time to define and confirm the format and the story to be presented in the video. The format of the promotion video would be like a drama or micro-movie and a story will be used to present an abstract concept, like the design and manufacturing capability of local watch industry, the heritage of the watch industry and watch business that most local industrialists are facing, young designs for watches, etc. To ensure that the video can convey all the messages, the project team has held many meetings to set the theme and how to present the messages. Therefore, the production of the video was delayed and the video was not displayed in the Hong Kong pavilion.
- (ii) Due to the supply of event venue (such as PMQ and the Mills) is very tight and no suitable venue is available until the original target completion date (April 2023), approval was granted on 21 March 2023 for postponing the roadshow in Hong Kong (and the related promotional activities) to tie with in the availability of suitable venues, and extending the project duration for two months until 14 June 2023 to allow time to complete the project deliverables

<sup>1</sup> As stated in the approved project proposal.